



Midwest Television, Inc.
7677 Engineer Road
San Diego, CA 92111
(858)571-8888

www.kfmb.com

And:

Cerasoli Stafford c/o Z Zone
731 South Coast Highway 101 Suite 2F
Solana Beach, CA 92075

CONTRACT

<u>Contract / Revision</u> 69438 /		<u>Alt Order #</u>
<u>Product</u> Bob Filner For Mayor TV		
<u>Contract Dates</u> 10/01/12 - 11/11/12	<u>Estimate #</u> 1771	
<u>Advertiser</u> Filner for Mayor		<u>Original Date / Revision</u> 09/21/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFMB	<u>Account Executive</u> Jan Gross	<u>Sales Office</u> Los Angeles
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	10/01/12	11/04/12	5-6am News	5-6a		:30				NM	10	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$210.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$210.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$210.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$210.00	0.00			
N 2	8	10/08/12	11/04/12	5-6am News	5-6a		:15				NM	5	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$136.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$136.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$136.00	0.00			
N 3	8	10/01/12	11/04/12	Dr. Phil 3-4p	M-F 3-4pm		:30				NM	10	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$580.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$580.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$580.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$580.00	0.00			
N 4	8	10/08/12	11/04/12	Dr. Phil 3-4p	M-F 3-4pm		:15				NM	4	\$1,508.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$377.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$377.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$377.00	0.00			
N 5	8	10/01/12	11/04/12	Anderson Cooper 4-5pm	4-5pm		:30				NM	10	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				4	\$495.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$495.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$495.00	0.00			

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<u>Contract / Revision</u> 69438 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/01/12 - 11/11/12	<u>Product</u> Bob Filner For Mayor TV	<u>Estimate #</u> 1771
<u>Advertiser</u> Filner for Mayor		<u>Original Date / Revision</u> 09/21/12 / 09/21/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$495.00	0.00			
N 6	8	10/08/12	11/04/12	Anderson Cooper 4-5pm	4-5pm		:15				NM	5	\$1,605.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$321.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$321.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$321.00	0.00			
N 7	8	10/01/12	11/04/12	M-F 5-6pm News/1 Hour	5-6p		:30				NM	8	\$7,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$990.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				1	\$990.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$990.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				2	\$990.00	0.00			
N 8	8	10/08/12	11/04/12	M-F 5-6pm News/1 Hour	5-6p		:15				NM	5	\$3,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$643.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$643.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$643.00	0.00			
N 9	8	10/01/12	11/04/12	M-F 630-7p	6:30-7pm		:30				NM	10	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$990.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$990.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$990.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$990.00	0.00			
N 10	8	10/08/12	11/04/12	M-F 630-7p	6:30-7pm		:15				NM	5	\$3,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$643.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$643.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$643.00	0.00			
N 11	8	10/01/12	10/07/12	Sun 5-6pm News	Sun 5-6pm	-----S	:30	1	\$990.00	0.00	NM	1	\$990.00
N 12	8	10/01/12	11/04/12	Sun 630-7pm News	Sun 630-7pm		:30				NM	3	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$990.00	0.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----S				1	\$990.00	0.00			
Week:		10/29/12	11/04/12	-----S				1	\$990.00	0.00			
N 13	8	10/08/12	10/28/12	Sun 630-7pm News	Sun 630-7pm		:15				NM	2	\$1,286.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$643.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----S				1	\$643.00	0.00			
N 14	8	10/01/12	11/04/12	Tues Prime	8-9pm		:30				NM	2	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$4,125.00	0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	-T-----				1	\$4,125.00	0.00			
N 15	8	10/09/12	10/09/12	Tues Prime	9-10p	-T-----	:15	1	\$2,681.00	0.00	NM	1	\$2,681.00
N 16	8	10/01/12	10/28/12	Wed Prime	10-11pm		:30				NM	2	\$7,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$3,630.00	0.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	--W----				1	\$3,630.00	0.00			
N 17	8	10/28/12	10/28/12	Sun Prime	7-8pm	-----S	:30	1	\$8,955.00	0.00	NM	1	\$8,955.00
N 18	8	10/14/12	11/04/12	Sun Prime	7-8pm		:15				NM	2	\$11,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$5,820.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	-----S				1	\$5,820.00	0.00			
N 19	8	11/04/12	11/04/12	Sun 9-10pm	9-10pm	-----S	:30	1	\$4,125.00	0.00	NM	1	\$4,125.00
N 20	8	10/01/12	11/04/12	M-Sun 11-1135P	11-11:35pm		:30				NM	9	\$8,910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTFSS				3	\$990.00	0.00			
Week:		10/08/12	10/14/12	MTWTFSS				2	\$990.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTFSS				2	\$990.00	0.00			
Week:		10/29/12	11/04/12	MTWTFSS				2	\$990.00	0.00			
N 21	8	10/08/12	11/04/12	M-Sun 11-1135P	11-11:35pm		:15				NM	6	\$3,858.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTFSS				2	\$643.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	MTWTFSS				2	\$643.00	0.00			
Week:		10/29/12	11/04/12	MTWTFSS				2	\$643.00	0.00			
N 22	8	10/01/12	11/04/12	M-F 1135p-1237x	11:35pm-1237xm		:30				NM	7	\$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$415.00	0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$415.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				2	\$415.00	0.00			
N 23	8	10/08/12	11/04/12	M-F 1135p-1237x	11:35pm-1237xm		:15				NM	2	\$538.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$269.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$269.00	0.00			
N 24	8	10/01/12	11/04/12	9/26-12/19: Survivor 8p	8-9pm		:30				NM	2	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$6,600.00	0.00			

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Week:		10/08/12	10/14/12	-----				0	\$0.00	0.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00	0.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	--W----				1	\$6,600.00	0.00			
Totals										0.00		113	\$118,461.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	83	\$82,006.00	\$69,705.10
10/29/12 - 11/04/12	30	\$36,455.00	\$30,986.75
Totals	113	\$118,461.00	\$100,691.85

Signature: _____ **Date:** _____

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